

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is an alarming indicator of how big money attempts to sway the opinion of the public by airing only clearly partisan content and a clear example of the dangers of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for their bottom line and less of what Americans need for our democracy. Instead of slanted "news" pieces produced to achieve a political end, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Finally, they show just why an objective regulatory body needs to step in and police them more stringently so that they stick less to their secret agendas and more to programming that serves the public need.

Thank you.